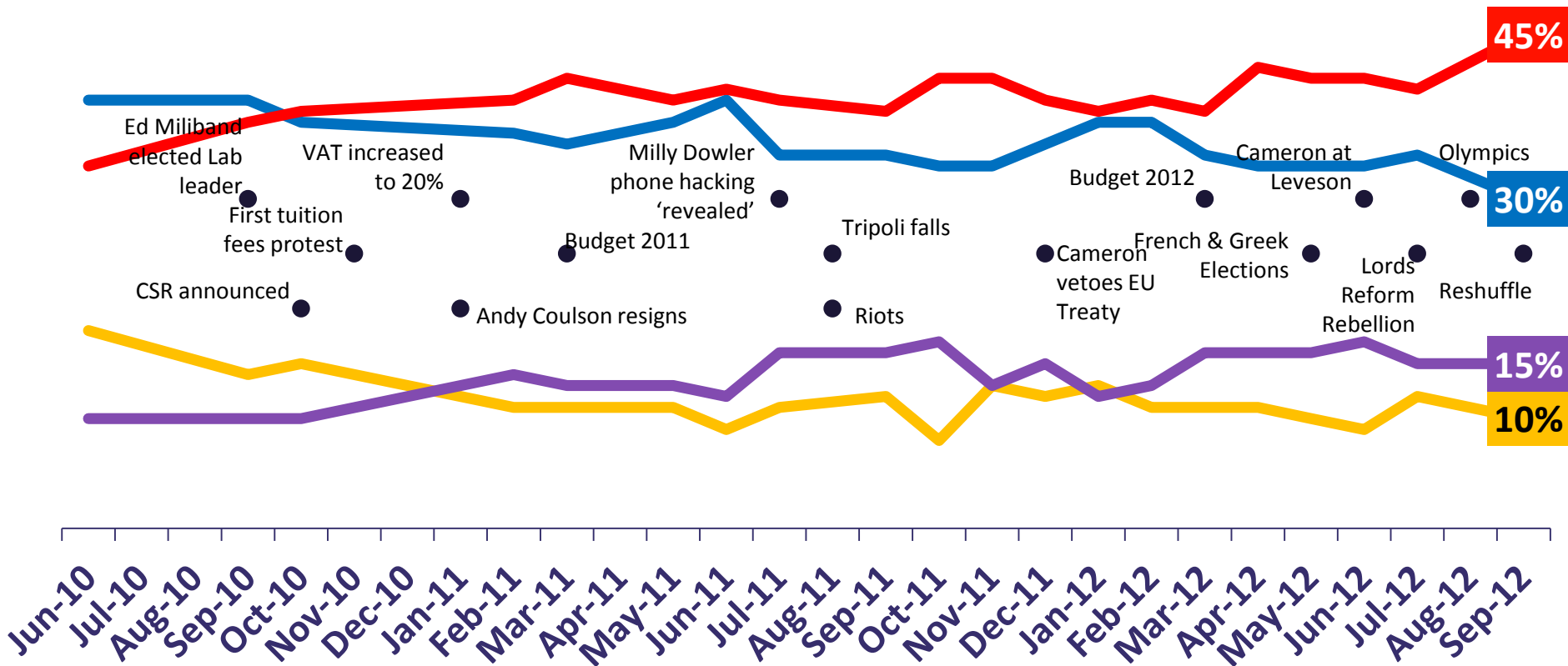
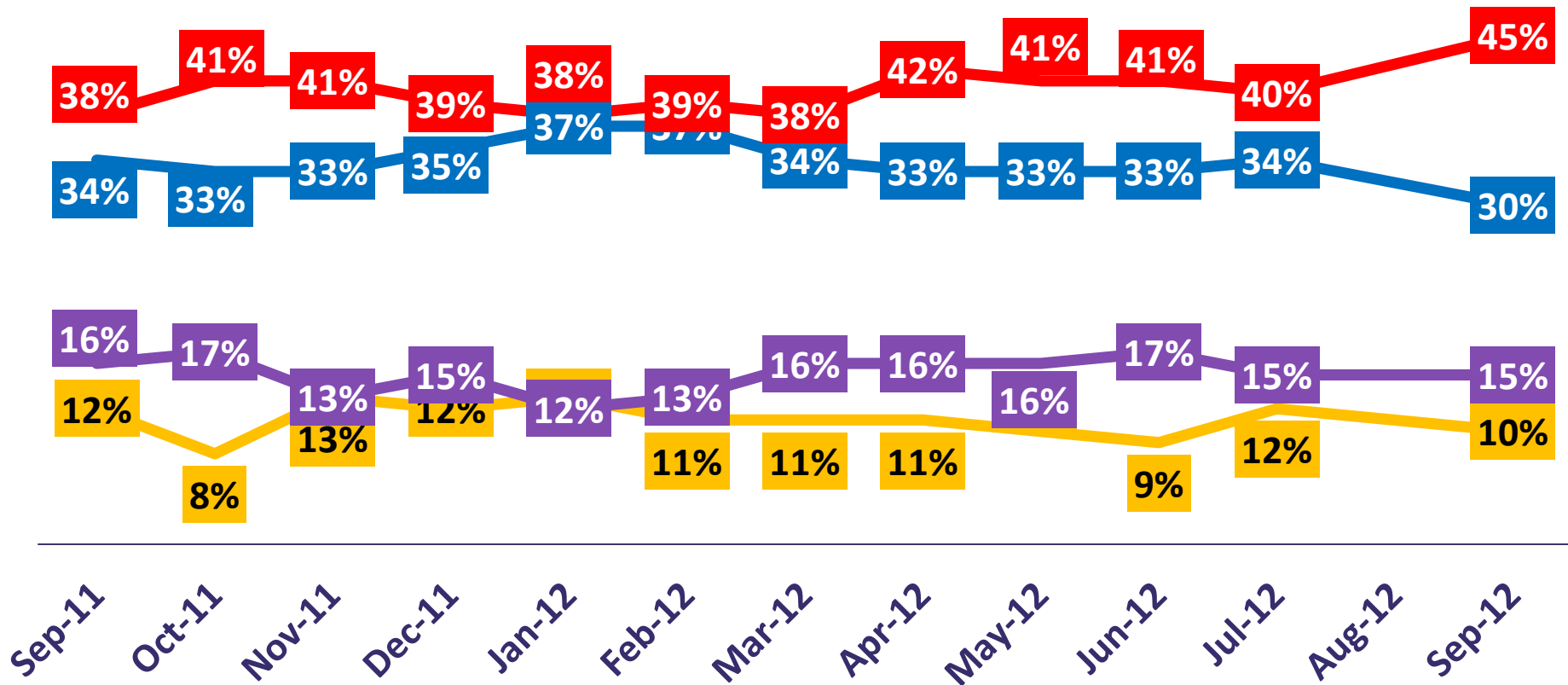


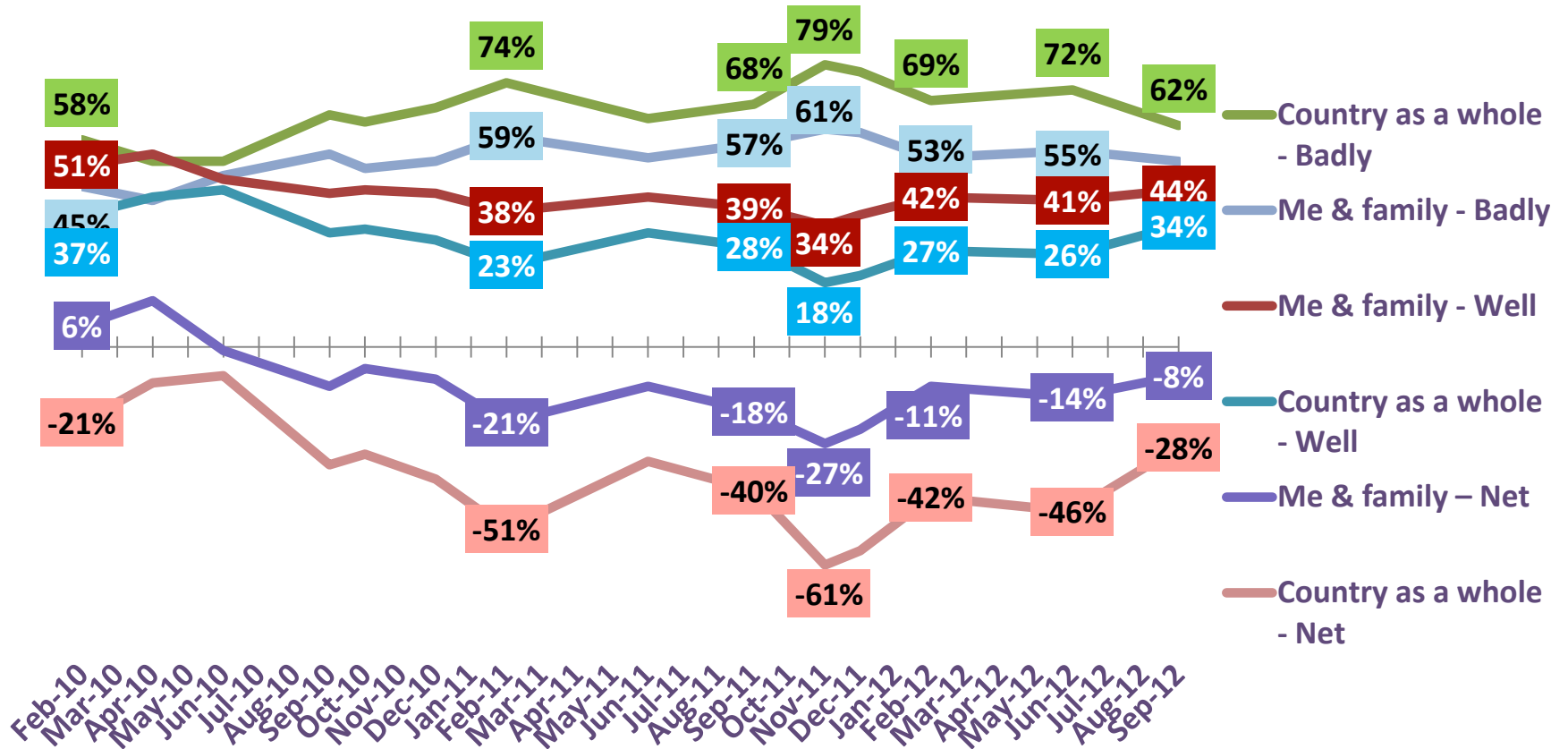
The Times/Populus polls since the General Election



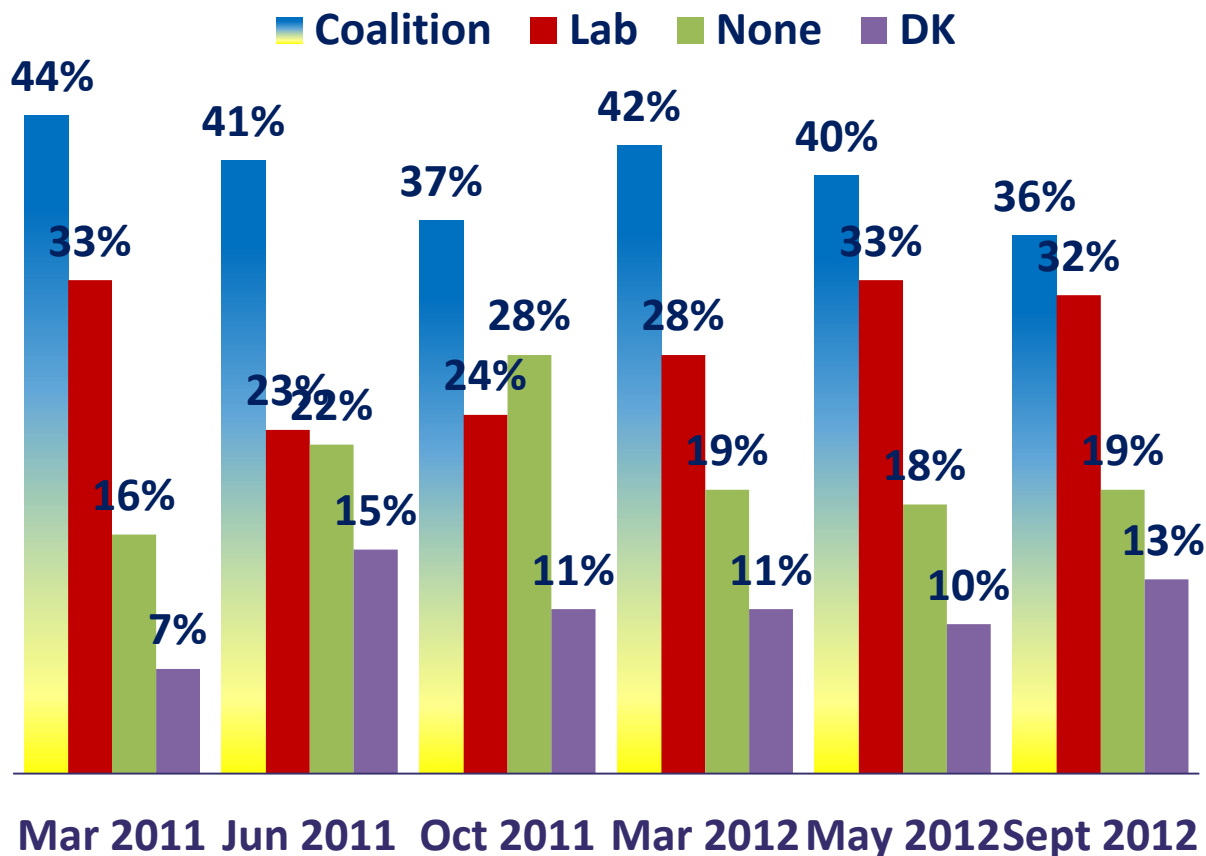
The Times/Populus polls in the last 12 months



Economic Optimism



Best Economic Team

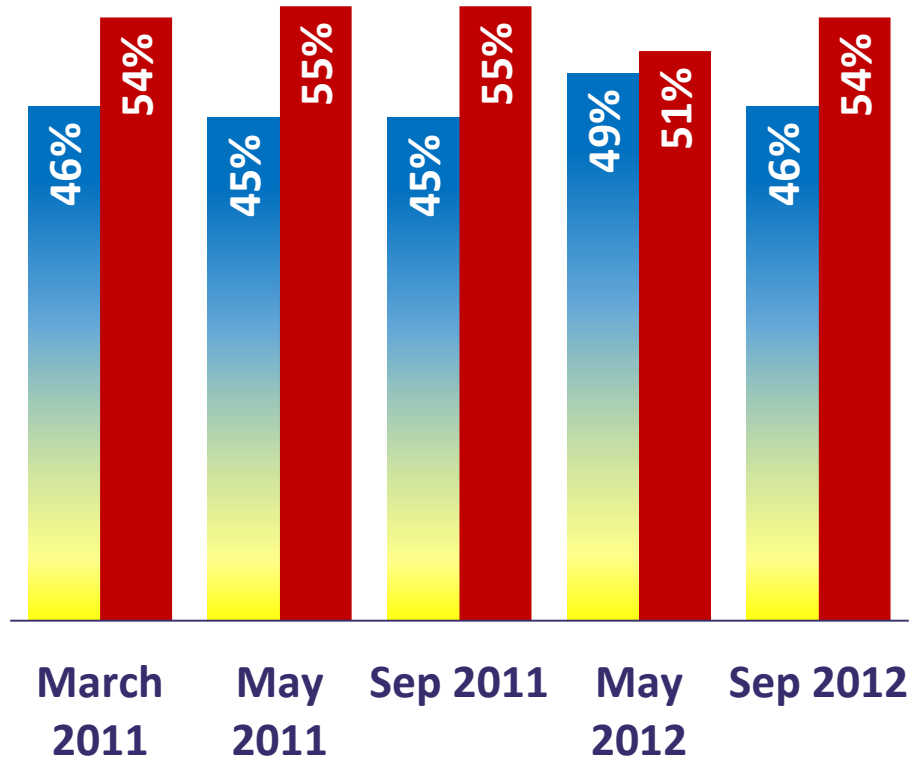


With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain?

David Cameron, Nick Clegg and the Chancellor of the Exchequer George Osborne, or

Ed Miliband and the Shadow Chancellor Ed Balls?

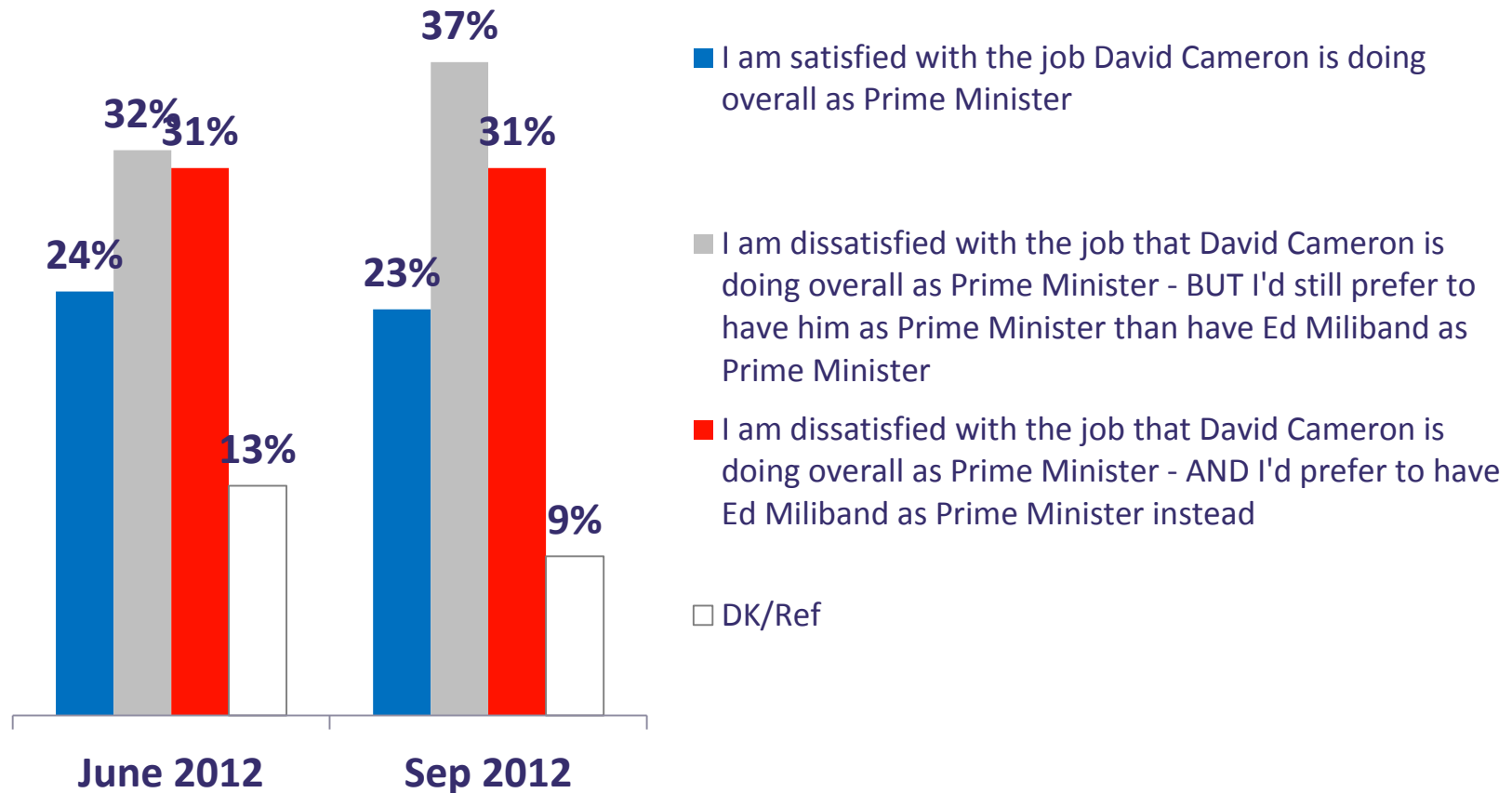
Framing the debate over the deficit



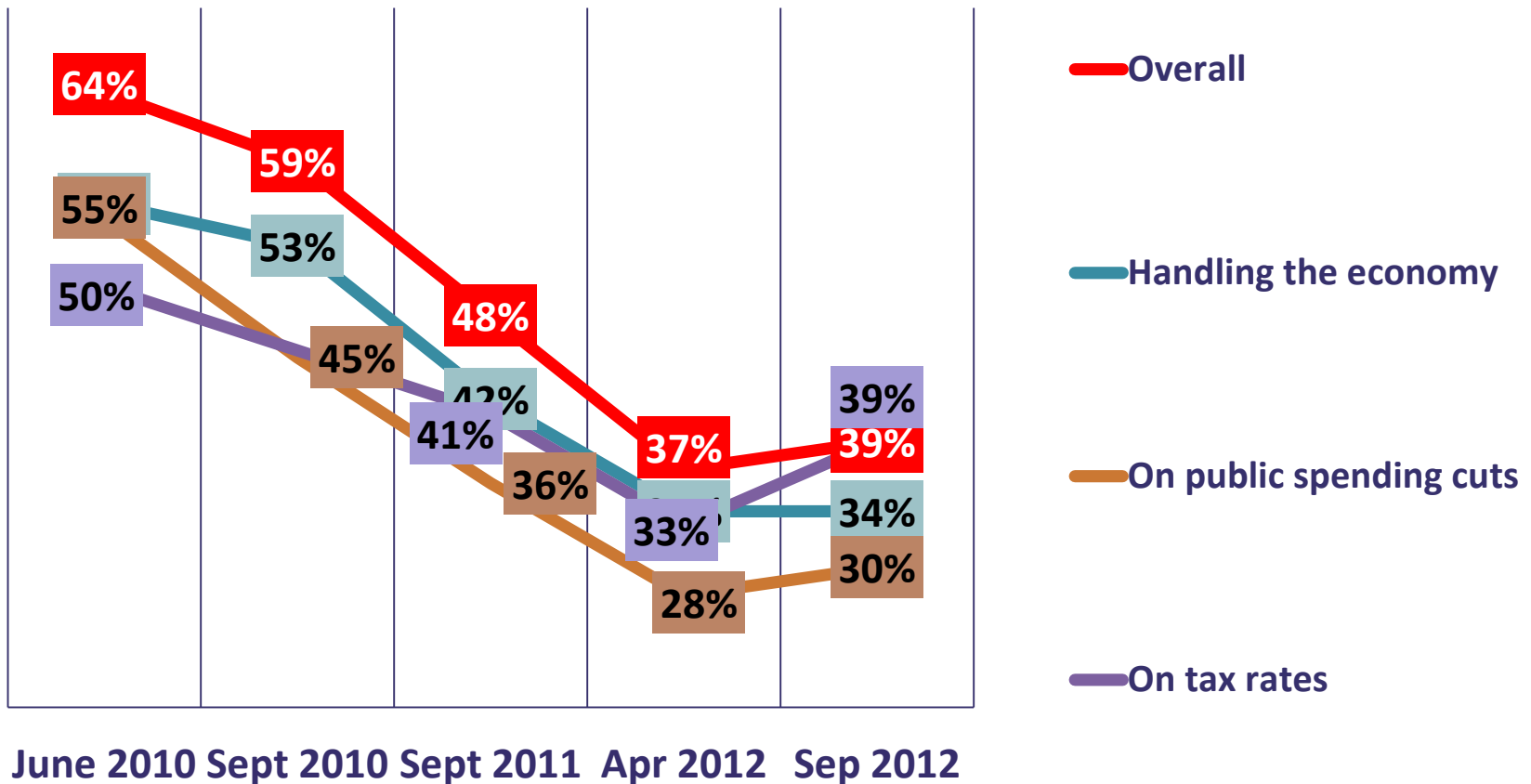
Britain has a severe debt crisis that threatens international confidence in our economy. Every year that the country borrows money it costs taxpayers millions in interest payments. The longer we go on borrowing, the more tax we pay to fund it and the less public services we can afford. So, even though this means bigger spending cuts over the next few years we must get back to balance by 2017, two years after the next election.

Britain's debt problem is serious and must be dealt with, but it would damage the economy and public services if cuts were made too quickly. So, even it means borrowing more for longer, we should slow the pace of cuts, rather than trying to deal with the problem completely by 2017.

Preferred Prime Minister



How well or badly to you think the Coalition is doing (overall & economic measures) ...



How well or badly to you think the Coalition is doing (non-economic measures) ...

